

MONDAY MORNING, between 9 and 11 o'clock  
only, free distribution of our  
FIRST ANNIVERSARY SOUVENIRS.

## Bicycles and Sporting Goods.

SEPT.  
14<sup>th</sup>  
1896

First Anniversary Sale.

Everybody will remember the great Bicycle sale which took place at "The Big Store" when it opened a year ago. We will not only duplicate, but eclipse that great event by offering 500 thoroughly up-to-date 1897 Bicycles, manufactured by one of the foremost wheelmakers of America; a high-grade machine, made of finest cold drawn seamless steel tubing, fitted with 26-inch wheels, in all sizes of frames and in all sizes of gears; cups and cones warranted of finest tool steel and accurately ground; styles for ladies or gentlemen, also juvenile wheels for boys and girls, at a price that, for wheels of such superior merit, was never before known in this country.

**M. & W. Lamps, Anniversary price 1.35c**  
Tally-Ho Lamps, Anniversary price 1.98c  
Skiyle foot pumps, can be put in tool bag, Anniversary price 29c  
Hand pumps, complete, Anniversary price 9c  
Golf balls, Anniversary price 15c  
Golf clubs, Spaldings', any style, Anniversary price 1.18c  
Rugby footballs, best people leather, regulation size, Anniversary price 85c  
Whitely exercisers, sold for \$2.00 everywhere, Anniversary price 1.45c  
In 1 tubeline, the finest bicycle lubricating oil, per bottle 3c

## Photograph Cameras

Anniversary Sale.  
100 of the well-known Bijou Cameras; take pictures 3 1/4 x 4 1/4; uses plates; has time and instantaneous shutter; covered with semi-gloss black material; 100 double plate holder; Anniversary price 2.75c

## Men's Clothing.

First Anniversary Sale.  
500 gentlemen's fine Clay Worsted Suits, made of best Huddersfield clay worsteds, in stylish shades and frocks, lined throughout with double worsted Italian cloth, tailored as carefully and skilfully as the best made; Anniversary price 8.00c  
Men's fine Top Coats, the most fashionable garments of the season, made of black, light and medium tan materials, cut in the Broadway, box or conservative styles, lined with splendid fur satin and pure silk sleeve lining, finished with strap seams, and otherwise with the highest standard of perfection; Anniversary price 6.75c  
500 pairs of men's strong all-wool Trousers, in many choice patterns, in strictly well-wearing materials, of the proper fall weight, trousers which will place the eye and fit to perfection; Anniversary price 1.19c

## Boys' Clothing.

First Anniversary Sale.  
Our junior "Junket" Suits for the little fellows, ages 5 to 10 years, of all-wool, fast color indigo blue chevrons, with combination collars and vest fronts, handsomely trimmed with soutache braid, certainly not equalled in this city for less than \$3.50; Anniversary price 1.95c  
Boys' strictly all-wool 2-garment Suits, made with broad sailor collars, ages 3 to 10 years, ages 5 to 10, cut in fashionable double-breasted styles, and finished with double knees and seams, made them extra smart; also patent elastic waist bands and riveted buttons, as handsome as any \$4.00 outfit elsewhere; Anniversary price 2.45c  
Mother's Friend Laundered Shirt Waists, America's standard; nothing better made, an assortment that comprises all the choicest new percales introduced for 1897, finished with patent bands and perfectly laundered; 63c. is what they are worth; Anniversary price 25c

## Hats and Caps.

First Anniversary Sale.  
Our special Derby Hats, to be sold at prices simply remarkable. We have had the latest Dunlop, Knox, Miller, Young and Co. hats, every hat made of pure felt, soft, trimmed with silk bands and best leather sweat bands, a new hat free for any that may break. Anniversary price 1.90c  
Boys' fast blue indigo Cadet Caps, in regulation fatigue style with brass trimmings, usual 50c. grade, Anniversary price 25c  
Boys' fast blue Golf Caps, regular 45c. grade, Anniversary price 19c

## In the Conservatory.

Extra large Rubber Plants, usually sold for \$1.00 (yes, and florists would not hesitate to ask you \$1.50 for them), special Anniversary price 59c  
We offer in our conservatory on the roof—Horticultural Supplies of every known variety—Bulbs, Plants, Shrubs, Trees or Seeds—at prices almost always one-half less than elsewhere.  
For sale, also, in the Grocery Department.

# Twelve Months Have Come and Gone Since "The Big Store" Opened Its Doors--

Twelve months that will ever remain the most momentous in its history. When it first occurred to the founders of this establishment to build "The Big Store" they were prompted to do so by reason of two fundamental propositions. First, that there was room in New York for one of the world's greatest retail stores, designed to supply the wants of all the people. Second, that they could command the capital and talent requisite to successfully launch and maintain such an organization.

Our first year is now a matter of history. We have built the store, and who will except to the pride with which we point to its manifold beauties, its grand proportions, its noble architecture and perfect equipment? For surely it's a trade Palace unrivaled and unsurpassed by any of the commercial edifices of both the civilized hemispheres. Whatever apprehension may have existed in some quarters as to the ultimate success of this monumental enterprise, the splendid support it received, from the very day of its start, and for which the management extends its grateful acknowledgments—has dispelled them all. Though but one year old,

"The Big Store" Has Already Taken Front Rank Among the Most Eminently Successful Retail Stores of New York—and That Means the World.

## Men's Furnishings.

First Anniversary Sale.  
5 cases of Men's fine Camel's Hair Winter Underwear, extra finely finished, with taped seams and pearl buttons, the sort that would cost you \$1.50 any place in America. Anniversary price 95c  
100 doz. Men's fine Silk and Satin Neckwear, in tecks, four-in-hands and Imperial styles, in light and dark colors, genteel patterns, well made and finely finished, as good as any 50c. tie sold at other stores. Anniversary price 17c  
400 doz. Men's Laundered Shirts, made of substantial, strong muslin, finished with reinforced front and back, patent continuous facing, perfect in cut and workmanship, all sizes, to go on sale at the Anniversary price of 33c  
5 cases of Men's Winter weight Merino Shirts and Drawers, in natural and camel's hair colors, well made and finished, the 50c. kind, Anniversary price 29c  
5 cases Men's pure Australian Wool Shirts, Winter weights, as we have no drawers to match we offer the Shirts to-morrow (Monday), in all sizes, at 69c  
Men's fancy Bosom Shirts, made of fine quality muslin, with beautiful Madras Bosoms and Cuffs to match, exquisite range of choice and desirable colors, all the latest novelties that in nine stores out of ten would cost you \$1.25 and even \$1.50, for our first Anniversary choice of the lot. Anniversary price 50c

## Sewing Machines.

First Anniversary Sale.  
We have secured by a mere chance 100 high-grade Sewing Machines, the product of America's foremost sewing machine builders. While we are not permitted to advertise the maker's name, every machine will show the well-known name plate, that in itself is a guarantee of perfection. The regular price of these sewing machines was never less than \$50.00 spot cash, yet while the supply holds out, we offer them at 15.00c

## September Sale of Furniture

To Be Strengthened and Reinforced by the Special Bargains Provided for Our Anniversary Sale.  
Large size antique finished Dressers, to go with iron beds, 24x30 bevel plate mirror, woodwork heavily carved and polished, we made throughout, regular \$120.00 value; Anniversary price 7.50c  
Piano Stools, highly polished, steel spring, formerly \$1.50 value; Anniversary price 65c  
Three-piece Parlor Suits, made with Italian mahogany frames, handsome embroidered velvet covers, a beautiful and tasty parlor suit that you cannot equal anywhere for less than \$45.00; Anniversary price 25.00c  
Bow Foot Iron Beds, made with brass rails and spindles, finished as carefully as a bicycle frame, real \$8.00 beds; Anniversary price 4.90c  
Extension Tables, 45 inches square, made with 4-inch beveled legs, the usual \$3.00 kind (6-foot size); Anniversary price 3.75c  
Usual \$8.00 kind (8-foot size); Anniversary price 4.75c  
Corduroy and Velvet Couches, real \$10.00 beds, made with patent indestructible bottom, 30 inches wide, usual length, 12 styles to select from, would cost you \$15.00 anywhere; Anniversary price 11.50c  
Solid Oak Sideboard, 18x40, French bevel plate mirror, quarter sawed, 22x45, 7 feet high, regular \$220.00 value. Anniversary price 17.50c  
Solid oak 21x30 bevel mirror, beds are high and beautifully hand carved, well finished \$21.00 bedroom suit; Anniversary price 12.50c  
Solid oak 5-drawer Chests, with French bevel plate mirror, for our Anniversary special at 4.50c  
Solid oak Dining-room Chairs, made with cane seats, brass arm, careful construction throughout, would be cheap at \$1.00. Anniversary price 68c

## Confectionery.

First Anniversary Sale.  
Chocolate covered caramels, regular 25c. quality; Anniversary price 18c  
Special fine vanilla marshmallows, regular 25c. quality; Monday for 15c  
1-pound box assorted chocolates, best 30c. quality; Monday for 18c

## Upholstery Department.

100 pairs of Nottingham Lace Curtains, 3 1/2 yards long, full width, new and choice designs, never priced at less than \$1.25 to \$1.75, all at the Anniversary price of 95c  
1 lot of 70 pairs real \$2.25 and \$2.50 Nottingham Curtains, Anniversary price 1.75c  
70 pairs of Irish Point Curtains in 6 beautiful patterns to choose from, all worth from \$4.50 to \$6.00, while they last, at the Anniversary price of 3.50c  
50 pairs of Tambour Curtains, choice designs, heretofore sold at \$8.50 to \$11.00; Anniversary price 7.50c  
Tapestry Portieres, 200 pairs, in 8 beautiful colors, all of regular 3 yards long; regular \$8.00 value; Anniversary price 1.95c  
50 pairs of Chenille Curtains, heavy fringe on top and bottom, very beautiful colors and patterns; Anniversary price 3.75c  
Tapestry Portieres, with and without fringe, strictly new and handsome patterns, originally bought to sell for \$10.50; for our Anniversary sale special at 7.75c  
64 Table Covers, new shades and patterns, that elsewhere sell for \$1.75; here Monday at 1.25c  
64 Table Covers, that would be considered great value elsewhere at \$5.50; Anniversary price 3.75c  
36 inch Madras, in all colors; regularly 25c; special at 15c  
Dotted Swiss Curtain Muslin, 36 inches wide; regularly 15c; special at 10c  
Novelty Fish Net, 48 inches wide; always 25c. and 35c.; Anniversary price 18c  
1 lot of Printed Muslin, 40 inches wide, manufactured to sell at 10c; Anniversary price 5c

## China and Glass Department.

Cut-Glass Syrup Jugs, new designs, with silver-plated top, bought prior to the advance in tariff, and not sold elsewhere for less than \$1.25; Anniversary price 75c  
Cut-Glass Bon-Bon Dishes, with handle, the best article for the table, suitable for silver, brass, aluminum and other relishes; Anniversary price 75c  
English porcelain Dinner Sets, 112 pieces, consisting of Soup Tureen and all other pieces required to properly entertain a party of 12; Anniversary price 4.95c  
A limited number of Theo. Haviland's Dinner Sets, consisting of 113 pieces, sold entirely and tastefully decorated, will be sold to-morrow, one set to a customer, and none to the trade, at the Anniversary price of 17.00c  
Oyster plates, new and neat, of best German china, neatly decorated, regularly 30c.; Anniversary price 15c  
Dinner Sets, 130 pieces, made with gold edge and gold tracing, a set never heretofore retailed for less than \$15.00 in any store in this country; Anniversary price 7.75c  
Genuine Royal Vienna Plate, Cobalt blue background, decorated with historical designs, ware that possesses artistic merit far beyond anything you can find at dry-goods stores, fully 30c. value; Anniversary price 3.00c  
Royal Vienna Vases, in the latest green decorations; we'll show them in the window, and you will admit when you see them that they are remarkable bargains at our Anniversary price of 3.50c  
Carrara marble Busts, the work of some of Europe's greatest masters, imported before the duty on art goods went into effect; our regular price \$75.00; Anniversary price 50.00c  
Cut-Glass Water Sets, including large, size, beautifully cut Water Bottle and 6 Tumblers to match; mount on marble or silver plate; Anniversary price 7.50c

## Linens.

First Anniversary Sale.  
Knotted Fringe Luncheon Sets, with 1 doz. Doilies to match, with hand-some colored borders, 8-4 size... 1.50c  
10-4 size... 1.75c  
12-4 size... 2.00c  
Breakfast Napkins, 1/2 size, per doz... 75c  
Table Damask, Cream and Blue, 75c grade... 50c  
Extra fine pattern Table Cloths, with handsome borders all around, very good quality, nicely finished, 2 1/2 yards long, at... 1.89c  
3 yards long, at... 2.19c

## Silk Department.

First Anniversary Sale.  
We propose to create a sensation in our Silk section next Monday by offering a liberal quantity of the very latest and newest silk ideas collected from the best French markets at prices that will stamp them values of the first magnitude.  
250 pieces choice Silks, including Satins in all the latest evening shades, also white and very brilliant silk fabrics for party dresses, broadened Silks of splendid quality and best pattern, fancy taffeta silks in the latest shades of Autumn, heavy and very pretty black taffeta silks, all to go on sale at the Anniversary price of 48c  
200 pieces of black Satin Duchesse, splendid quality, 24 inches wide, also broadened taffeta silks in great assortment of new colors and patterns, broadened satins in all choice evening shades, every thread warranted pure silk, to go on sale at the Anniversary price of 55c  
100 pieces of extra heavy black Gros de Londres, a superb grade; also rich and heavy black satin crepe de Chine, and velvet, rich fancy Silks, in the very latest styles, values that stand unequalled in America for less than \$1.00, to go on sale at the Anniversary price of 68c  
75 pieces of black Broadened Silks and Satins, the newest and choicest patterns, very heavy and lustrous Satin Duchesse, and a beautiful assortment of handsome dress silks, will compare favorably with the best the market affords at \$1.50, Anniversary price 95c

## Dress Goods.

First Anniversary Sale.  
In the Big Store's Dress Goods Department Monday will be a red-letter day. Such dress goods values were never known in the history of the business. Immense quantities of foreign and domestic wool stuffs, rich high art dress fabrics, plain dress stuffs in the most desirable weaves, Scotch and English chevrons in profusion to be sold at prices positively without a precedent.  
400 pieces of new and desirable Dress Goods, including black and brilliant colors, black cloths, black English chevrons, figured chevrons in all colors, fancy boules, stylish hatter patterns, fancy cut cloths, storm serge, etc., known at popular prices, and all to go on sale at the Anniversary price of 25c  
350 pieces of Scotch and English mixtures, in all colors, black and navy, wool fabrics, diagonals in black and navy, black coat and storm serge, black jacquards, black and colored granite cloths, a beautiful assortment of handsome dress stuffs to be placed on sale at the Anniversary price of 48c  
200 pieces of English cut cloth, in black and navy, also wool figured velvets, 54-inch English mixtures, English poplins, camel's hair and cheviot in black and navy, known at popular prices, and all to go on sale at the Anniversary price of 85c  
175 pieces of rich Black Crepons and Woolen Goods, new ideas in Venetian cloths, black and colored prunella Cloths and Came's Hair, in a handsome and full assortment; also Zibeline Fancies and all borders, not a pattern that could be duplicated anywhere for less than \$2.50 per yard; Anniversary price 95c

## In the Carpet Dept.

The First Anniversary Sale.  
All-Wool Kidderminster Carpets in hand-some Brussels patterns, Anniversary price 48c  
Extra quality 3-ply Carpets, strictly all-wool, choice colorings, Anniversary price 62c  
Carpet in Brussels patterns, Anniversary price 90c  
Royal Wilton Carpets, the new Full styles, some with 4 borders, others with 2 borders, not a pattern that could be duplicated anywhere for less than \$2.50 per yard; Anniversary price 1.25c

## Linings.

First Anniversary Sale.  
Fast black yard wide Rustle Lining, fully worth 12 1/2c, at... 6c  
Fast black and colored 36 inch wide Peraline, worth 12 1/2c, at... 7c  
Fast black Silasias, 36 inches wide, worth 20c, at... 12c  
30-inch Moreen (black only), at... 25c  
30-inch fancy Lining and Novelty Skirtings, at... 12c  
27-inch domestic Hair Cloth, in black, gray and white, at... 12c  
Ready-fitted Waist Linings in black, gray and white, made short or long waist, warranted to fit everybody; Anniversary price 75c

## Prints and Flannels.

First Anniversary Sale.  
Best quality Apron Gingham, also red ground and dark figure on dark color prints, warranted fast; Anniversary price 3 1/2c  
Fine quality Percale, a good fabric, 36 inches wide, warranted fast color, always 12 1/2c; Anniversary price 7c  
Wrapper Flannel, strictly new Persian styles, fleeced back, the sort that sells at 12 1/2c everywhere. Per yard... 8 1/2c  
White Donet Flannel, 1 lot worth 6c, at... 3 1/2c  
One lot worth 18c, at... 12c  
Outing Flannel, 1 lot worth 8c, to sell at... 5c  
One lot worth 12 1/2c, to sell at... 8c

## Millinery Opening.

Our second annual opening display of Fall millinery will take place next week, and, in conjunction with the special bargains extended by reason of our first Anniversary will make an event long to be remembered. A magnificent and rich display of new and stylish hats, designed by the best artists of Europe and America, assortments that are wide enough in their scope and broad enough in their range to embrace every possible requirement of the rich as well as people in modest circumstances will greet your eye. Monday at prices lower than you have ever known for stylish headgear. A little army of trained and expert salespeople will readily show you through, and let us say right here, that whether you wish to buy or not, we will be just as glad to show you all the new styles you desire to see.

## Untrimmed Hats.

Fur Felt Walking and Cycling Hats, in black and colors, extraordinary values at our Anniversary price of 39c  
Handsome trimmed Turbans, in two styles, in all the new shades, extraordinary value at our Anniversary price of 95c  
Ladies', Misses' and Children's Hats, in all new colors, only 44c

## Ribbons.

First Anniversary Sale.  
The wonderful values that we have heretofore offered will be eclipsed entirely by the very special offerings provided for our first Anniversary. Out of many, we mention these few:  
No. 50 satin and gross grain pure silk Ribbon, in bright colors, Anniversary price, per yard 19c  
4 and 4 1/2 inch moire and plain taffeta pure silk Ribbon, in all colors, Anniversary price per yard 17c  
Black double-faced satin Ribbon, in two widths, Nos. 50 and 60, Anniversary price per yard 22c

## Flowers & Feathers.

First Anniversary Sale.  
Amazon Plumes, 20 and 24 inches long, in black, pearl, beige, and three shades of violet, extremely fashionable, Anniversary price 2.50c  
Black and colored Parrots, the kind you pay 75c. for elsewhere, here Monday... 39c  
Silk and velvet Roses, 6 in a bunch, 20 different new shades; Anniversary price... 35c

## Bed Spreads & Sheets.

Full size hemmed Bed Spreads, Anniversary price... 39c  
Extra heavy quality Bed Spreads, Marseilles patterns, at... 84c  
Very fine Bed Spreads, with handsome fringe all around. Anniversary price 1.50c  
Single size ready-made Sheets, Monday for... 19 1/2c

## Lace Department.

First Anniversary Sale.  
Fine Black Chantilly Demi-Flouncing, a large lot including widths from 9 to 18 inches, warranted pure silk, in handsome patterns, suitable for trimming capes and full dresses, styles worth from 75c. to \$1.00 per yard, choice of all at the Anniversary price of... 29c  
45-inch all-silk Chantilly Drapery Netting, fully worth 45c. Anniversary price... 45c

## Art Embroidery.

First Anniversary Sale.  
A fortunate purchase of 2,000 pieces of Stamped Linen, consisting of Tray Cloths, Buffet Scarfs, Centre Pieces, Commenced Pieces, Squares, etc., etc., the sample line of one of the largest houses in the country, enables us to quote at Monday's selling five phenomenal special lots:  
Lot 1: Doilies, Tray Cloths, Scarfs and Centre Pieces... 19c  
Lot 2: Tray Cloths, Scarfs, Squares, etc... 25c  
Lot 3: Scarfs, Tray Cloths, Centre Pieces, etc... 35c  
Lot 4: Scarfs, Tray Cloths, Centre Pieces, etc... 50c  
Lot 5: Scarfs, Tray Cloths, Centre Pieces, etc... 69c  
Every one of these pieces worth from 3 to 6 times the selling price.  
1,200 Photograph Frames, hand made, covered with silk in black and front, daintily hand embroidered, six colors to choose from, pink, blue, red, yellow, old rose and cerise; positive \$1 value, choice at 48c

## White Goods.

First Anniversary Sale.  
40 inch White Apron Lawn, Anniversary price... 8c  
Fine Imported Long Cloth, 12 yards to each piece, very suitable for underwear for infants' wear, Anniversary price... 98c  
Fine White Organdies, almost 2 yards wide, 12 yards for... 39c  
Linen Bird's-Eye, 10 yards to a piece, Anniversary price, 12 yds. for 98c and 1.10

## Towels.

First Anniversary Sale.  
Barber Towels, all white, per dozen... 49c  
Family Towels, huckaback and hemmed, per dozen... 1.50c  
Fine Damask Towels, hemstitched, 2 rows of open-work, the real 50c. article, Anniversary price... 25c  
Extra large size Turkish Bath Towels, would be cheap at 25c., Anniversary price for less, to create a shoe sensation... 16c

## In the Shoe Dept.

The First Anniversary Sale.  
2,124 pairs of Ladies' Fine Shoes from the world-renowned factory of "P. Cox & Co., Rochester, N. Y., in square toes, round toes and pointed toes, hand-turned welt and McKay stitched, lace and button styles, all widths from AA to E, all sizes from 2 1/2 to 7, every single pair warranted full \$3 value and never heretofore sold for less. To create a shoe sensation we offer choice at the Anniversary price of... 1.50c  
Gentlemen's Best Shoes, in fine Cordovan and calfskin, also some very choice patent leathers, strictly hand-sewed welt and absolutely dependable qualities, made with single or double soles, \$5.00 shoes in the fall... 2.90c  
Misses' and Children's School Shoes, in calf, Dongola and kid, laced and buttoned styles, light or heavy soles, all sizes, from 8 to 11 and 1 1/2 to 2, choice at the Anniversary price of... 95c

